

**POSITION DUTY STATEMENT**

PM-0924 (REV 7/2014)

<b>CLASSIFICATION TITLE</b> Associate Governmental Program Analyst	<b>OFFICE/BRANCH/SECTION</b> D51/Traffic Operations/Outdoor Advertising	
<b>WORKING TITLE</b> Outdoor Advertising Inspector	<b>POSITION NUMBER</b> 913-350-5393-917	<b>EFFECTIVE</b>

As a valued member of the Caltrans team, you make it possible for the Department to provide a safe, sustainable, integrated, and efficient transportation system to enhance California's economy and livability. Caltrans is a performance-driven, transparent, and accountable organization that values its people, resources and partners, and meets new challenges through leadership, innovation and teamwork.

**GENERAL STATEMENT:**

Under the general direction of the Outdoor Advertising Northern Area Supervisor (Staff Services Manager I), the incumbent will use analytical research techniques and critical thinking to perform the following technical assignments: 1) evaluate new outdoor advertising permit applications; 2) evaluate existing signs for compliance through measuring distances and sign configuration with a Global Positioning System device; 3) provide legal support by determining and gathering evidence from local governmental entities and property owners; and 4) communicate with outdoor advertising companies and Federal, State and local agencies to ensure compliance with outdoor advertising requirements. Extensive travel required that could be as much as 75 percent.

**TYPICAL DUTIES:**

Percentage

Job Description

Essential (E)/Marginal (M)<sup>1</sup>

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|---------|---|
| 30% (E) | Review and analyze outdoor advertising permit applications to determine if a permit should be issued or the application denied. Verify that the proposed sign type and location comply with State law. Review of submitted documents including building permits, local agency approval, detailed plot maps, zoning and assessor's parcel maps, and property owners and redevelopment agency consent forms. Initiate a mandatory field review of proposed sites to verify the proposed display location is not in conflict with State law as related to sign spacing and nearby business activity. Gather and prepare independent documentation (photographs, videotape, measurements) to justify final decision regarding the approval or denial of the new display application should the applicant appeal the decision to the Office of Administrative Law. This may include the use of digital cameras, distance measuring instruments, laser range finders and other equipment. |
| 30% (E) | Perform regular field reviews of assigned geographic areas to identify unpermitted or illegal displays placed outside the State right-of-way but within the limits of the State's authority to control outdoor advertising as specified in State law and regulations. Issue notices of violation to advertising companies, individuals, or property owners as appropriate, that have erected those identified displays. Gather evidence and   |

<sup>1</sup>ESSENTIAL FUNCTIONS are the core duties of the position that cannot be reassigned.  
MARGINAL FUNCTIONS are the minor tasks of the position that can be assigned to others.

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documentation in support of the notice of violation including photographs, videotapes, measurements, aerial and satellite mapping illustrating the size and location of the display and any related information such as nearby signs and business activities. Use graphical display methods to record productivity to track the amount of assigned geographic area that has been reviewed during the current fiscal year.

- 20% (E) Act as State's subject matter expert by providing testimony in legal hearings in support of notices of violations and other actions taken by the Program. Assemble case file and exhibits as required or requested by Legal Division. Assist Legal Division in case preparation by clearly explaining the rationale for issuing the violation notices, along with citing the specific State law and regulation that was violated. Assist in the production of litigation discovery documents and documents requested in accordance with the California Public Records Act.
- 15% (E) Work with the outdoor advertising industry to ensure State laws and regulations pertaining to outdoor advertising are fully understood and seek compliance. Participate in face-to-face meetings in the office or in the field as needed. Promptly review outdoor advertising proposals and assist in developing relocation agreements if requested by an outdoor advertising company. Assist supervisor by identifying potential issues within proposals, and proposing acceptable solutions.
- 5% (M) Prepare recommendations and draft responses to correspondence relating to Outdoor Advertising using correct grammar and professional writing skills.

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### SUPERVISION OR GUIDANCE EXERCISED OVER OTHERS

Does not supervise others. Incumbent may act as team or meeting leader and may assist in work delegation.

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### KNOWLEDGE, ABILITIES AND ANALYTICAL REQUIREMENTS

Must have knowledge of applicable State and Federal laws, rules, and regulations concerning the Outdoor Advertising Act, including but not limited to the Business and Professions Code.

Must have knowledge of Department's mission & vision, goals, values and principles, Department's organizational structure, Director's Policies and Deputy Directives, Division principles, and Office/Branch functions. Must have the ability to adapt to quickly changing needs and circumstances. Must be able to effectively work with various levels of management and staff and communicate

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effectively, both orally and in writing. Must have good interpersonal skills and be able to maintain good working relationships, both internally and externally. Must have the ability to work under pressure, independently and effectively, and be able to efficiently coordinate multiple assignments. Must have the ability to operate computers, including the ability to manipulate databases, spreadsheets, and other related management information systems using a variety of computer software on various computer terminals. Must have the ability to operate a motor vehicle safely and to comply with traffic rules.

Incumbent must have the ability to reason logically and creatively, utilizing a variety of analytical techniques to resolve the more complex problems; and adopting effective courses of action; develop logs and inventories for maintaining accurate catalogs of large amounts of data; make arithmetic calculations; meet and deal tactfully with stakeholders; act as a team or conference leader; and demonstrate capacity for assuming increasing administrative responsibility. Additionally, the incumbent needs to have the ability to plan, organize, and timely complete staff work, and work effectively with others in the development and monitoring of program elements.

Must have proficiency in or the ability to gain proficiency in the use of highway and right-of-way engineering plans and maps to establish the calculation of distances by use of electronic measurement equipment, Global Positioning Systems (GPS) or triangulation, and measurement of the size of outdoor advertising displays.

The incumbent must possess the following General Competencies:

Analytical Thinking: Approaching a problem by using a logical, systematic, sequential approach.

Communication: Listening to others and communicating in an effective manner.

Customer Focus: Identifying and responding to current and future client needs, and providing excellent service to internal and external clients.

Ethics and Personal Credibility: Upholding ethics and personal integrity, and demonstrating trustworthiness, reliability and responsibility.

Relationship Building: Maintaining, and strengthening relationships with others inside or outside of the organization who can provide information, assistance, and support.

Teamwork: Working effectively and cooperatively with other team members to achieve common goals, and complete assignments in a group setting.

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## RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The incumbent regularly performs a variety of field inspection duties and must exercise a degree of initiative, independence and originality in performing tasks. The incumbent must be able to recognize errors and recommend an appropriate course of action. Poor decisions, judgments, or recommendations could result in an inability of the Division of Traffic Operations to carry out its outdoor advertising responsibilities.

Negative financial impact to the Department could result if compliance with Federal and State agreements, regulations and law is not met. Failure to impose effective control over outdoor advertising could result in a ten-percent reduction of the State's Annual Federal-aid highway apportionment. The

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Department could be held financially liable in court for lack of enforcement, improper issuance or denial of permits or applications.

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### **PUBLIC AND INTERNAL CONTACTS**

The incumbent will work with all levels of personnel in headquarters and Districts. Incumbent will have contact with the representatives of the private sector, and professional groups and individuals outside state service on a region/district wide basis. Internal contacts may include District Director, Deputy District Directors, Right of Way Agents, Public Information Officers, Division of Maintenance, Encroachment Permits, Chief Landscape Architect and other respective programs within the Department. External contacts may include FHWA, Outdoor Advertising Industry Members, Redevelopment Agencies, local cities and counties officials, i.e., City/County Planners.

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### **PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS**

Physical requirements include sitting for extended periods of time at a workstation and performing tasks utilizing a personal computer. Must be able to focus for long periods of time and may require occasional lifting, bending, stooping and kneeling. Required to physically operate a motorized vehicle and drive for extended periods of time to inspect and investigate various locations, some of which may be remote. Ability to walk on uneven grounds to measure the distance between displays, business activity, right of way or structures. May be required to drive repeated routes to ensure the validity and accuracy of a site location. Mental requirements include the ability to concentrate in order to review, create, organize and prioritize large volumes of varied documents. Must have the ability to multi-task, adapt to changes in priorities, and complete tasks or projects with short notice. Must have the ability to grasp the essence of new information and master new technical and business knowledge. Must have ability to read log books, permit applications, operate the Distance Measuring Device (DMI) and monitor the road condition. Must have the ability to read plot maps and identify the imprint of where displays may be placed. Must maintain and follow safe work practices, including operation of Amber Lights in a safe manner to notify the traveling public of vehicle. Required to wear safety gear when out of the vehicle and collecting measurements along the highway.

Emotional requirements include the ability to remain composed under stressful and unusual situations and act in a professional and ethical manner either over the phone or in person. These attributes will be necessary when dealing with the general public, industry representatives, or local agencies regarding the Outdoor Advertising Act and Federal or State policy.

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### **WORK ENVIRONMENT**

The work environment will consist of a combination of indoor office and outdoor field situations at a professional level. In the event of illegal outdoor advertising installation, field reviews may be

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challenging and adversarial with sign or property owners. Extensive travel required that may be as much as 75 percent. Incumbent must possess a valid Driver's License and maintain the license in good standing at all times.

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I have read, understand and can perform the duties listed above. (If you believe you may require reasonable accommodation, please discuss this with your hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

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EMPLOYEE (Print)

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EMPLOYEE (Signature)

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Date

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I have discussed the duties with and provided a copy of this duty statement to the employee named above.

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Supervisor (Print)

JAMES ARBIS

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Supervisor (Signature)

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Date